



Customers' Satisfaction with Banking Codes and Standards Board of India's Information: A Study with Reference to Virudhunagar District

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Abstract - *"Quality in service product is not what you put into it. It is what the client or customer gets out of it – Peter Drucker"*

The present study tested a theoretical model considering banking customer' personality traits as predictors of bankers – customer' relationship with Banking Codes and Standards Board of India's (BCSBI's) information, the perception of customers among their awareness and satisfaction about BCSBI's information. Bank customers were surveyed in Virudhunagar district with sample respondents 1552 in number from eight taluks. BCSBI's information is the process of adapting to the role of being a customer and to various aspects of the banking transactions environment. Failure to banking service can lead to mental health issues, customer's complainants and follow up to grievances, they have to bring to banking ombudsman. There may arise unnecessary problems for the bankers and their customers. In order to avoid the problems, the bankers and the customers have to adhere to the code of bank's commitment to customers of BCSBI. The present study focuses on customers' satisfaction with the aspects of BCSBI's information.

Keywords: BCSBI, RBI, Code of bank's commitment to customers.

1. INTRODUCTION

An independent and autonomous watchdog to monitor and ensure that the Banking Codes and Standards adopted by the banks are adhered to in true spirit while delivering their services. The idea came out of S.S.Tarapore committee recommendations to improve the quality of banking services to individual customers. The code is not only meant to provide protection to the individual customers, but is also expected to generate awareness for the common man about his rights as a consumer of banking services.

2. RESEARCH QUESTIONS

- a) What is customers' level of knowledge of and satisfaction with the commercial banks on the code of banks' commitment to customers of BCSBI's information?

- b) What are the factors that affect the aspects of BCSBI's information related to the personal profile of the customers?

3. OBJECTIVES OF THE STUDY

- a) To find out average score of overall knowledge is and satisfaction with the aspects of BCSBI's information with respect to the personal profile of the respondents.
- b) To find the significance of association between the personal profile of the respondents and level of overall knowledge and satisfaction of BCSBI's information.

4. HYPOTHESIS

- a) **H₀:** There is no significant difference in the average score of overall knowledge in the aspects of BCSBI measures with respect to the personal profile of the respondents.
- b) **H₀:** There is no association between the personal profile of the respondents and the level of overall knowledge of BCSBI's information in the banking sector.
- c) **H₀:** There is no significant difference between the average scores of satisfaction about BCSBI measures and the personal profile of the respondents.
- d) **H₀:** There is no association between respondents' opinion about the level of satisfaction with the aspects of BCSBI's information and their personal profile.

5. METHODOLOGY

The investigators have adopted the survey method of research to study overall knowledge is and satisfaction with BCSBI's information among banking customers in Virudhunagar district. They used stratified random sampling technique for selecting the